



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Akio IJIMA, et al.  
Application No.: 10/699,498  
Attorney Docket: 860.1003  
Filing Date: October 31, 2003  
Title: SYSTEM AND METHOD FOR DELIVERING AND  
MANAGING ADVERTISEMENTS

Mail Stop: AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

October 5, 2007

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

In accordance with the provisions of 37 C.F.R. § 1.97, Applicants hereby make of record the documents listed on the accompanying PTO-1449 Form (1 page) for consideration by the Examiner in connection with the examination of the above-identified patent application. While the references are being submitted herewith, some or all of the references may not constitute prior art under the U.S. patent laws.

The Examiner's attention is directed to references AM to AQ on the accompanying Form PTO-1449. These references were cited in a Supplementary European Search Report issued in connection with corresponding European Application No. EP 01 95 6806. A copy of the Supplementary European Search Report is enclosed as Appendix A.

This Information Disclosure Statement is filed under 37 C.F.R. §1.97(c)(2). Respectfully submitted herewith is a check in the amount of \$180.00 in accordance with 37. C.F.R. §1.17(p). In the event any additional fee is due in connection with this response or if any fee has been overpaid, the deficiency or overpayment should be charged to our Deposit Account No. 50-0552.

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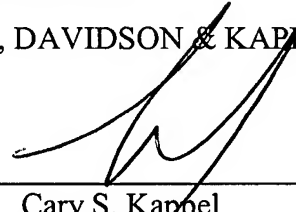
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Applicants respectfully request that the references cited in the accompanying PTO-1449 form be considered and made of record. Applicants respectfully submit that the pending claims are patentable over all of the references made of record at this time.

Respectfully submitted,

DAVIDSON, DAVIDSON & KAPPEL, LLC

By

  
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Cary S. Kappel  
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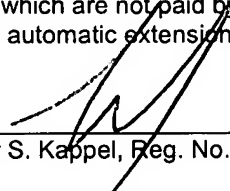


In re application of: **Akio IJIMA et al.**  
Serial No.: 10/699,498  
Filed: October 31, 2003  
For: **SYSTEM AND METHOD FOR DELIVERING AND MANAGING ADVERTISEMENTS**

Sir:

Transmitted herewith is a **Response to Office Action (15 pages)** and **Supplemental Information Disclosure Statement (2 pages)** in the above-identified application.

- [X] Also transmitted herewith are:  
[ ] Petition for extension under 37 C.F.R. 1.136  
[X] Return receipt postcard  
[X] Other: - **PTO-1449 Form (1 page)** and **copies of cited references; Appendix A- copy of the Supplementary European Search Report issued in corresponding application EP 01 95 6806 (3 pages).**
- [X] Check(s) in the amount of **\$180.00** is/are attached to cover:  
[ ] Filing fee for additional claims under 37 C.F.R. 1.16  
[ ] Petition fee for extension under 37 C.F.R. 1.136  
[X] Fee for filing Information Disclosure Statement under 37 C.F.R. 1.17(p)  
[ ] Other:
- [X] The Assistant Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0552.
- [X] Any filing fee under 37 C.F.R. 1.16 for the presentation of additional claims which are not paid by check submitted herewith.  
[X] Any patent application processing fees under 37 C.F.R. 1.17.  
[X] Any petition fees for extension under 37 C.F.R. 1.136 which are not paid by check submitted herewith, and it is hereby requested that this be a petition for an automatic extension of time under 37 CFR 1.136.

  
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I hereby certify that the documents referred to as attached therein and/or fee are being deposited with the United States Postal Service as "first class mail" with sufficient postage in an envelope addressed to "Mail Stop: Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" on October 5, 2007.

DAVIDSON, DAVIDSON & KAPPEL, LLC

BY: 

Sunil Raval